

ORDER

Orders	Order / Rev:	103698	Alt Order #:	06830029	Product Desc:	BERKLEY FOR SENATE	Estimate:	30S	Flight Dates:	10/02/12 - 10/20/12	Primary AE:	Amy McCreary
									Original Date / Rev:	06/28/12 / 10/10/12	Sales Office:	BLPHI
									Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Shorr Johnson Magnus			Billing Type:	Cash						
	Buying Contact:				Billing Calendar:	Broadcast						
	Billing Contact:	1831 Chestnut St. Philadelphia, PA 19103			Billing Cycle:	EOM/EOC						
					Agency Commission:	15%						
Advertiser	Name:	Berkley, Shelley for Senate <i>-Revised</i>			New Business Thru:							
	Demographic:	A35+			Order Separation:	00:05:00						
	Product Codes:	PLC01			Advertiser External ID:							
	Priority:	SELECT PRIORITY CODE			Agency External ID:							
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN										



KSNV

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/20/12	111	October 2012	111	\$46,820.00	\$39,797.00	0.00
			Totals	111	\$46,820.00	\$39,797.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	20%	\$46,820.00
Market	100%	\$234,100.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$74,912.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$49,161.00
KTUD	0%	\$0.00
KVVU	25%	\$58,525.00
KWVB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,682.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagners	430a-5a		-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 10/01/12	10/07/12	-TWT---		4	\$50.00		0.00						

Order / Rev: 103698
 Alt Order #: 06830029
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Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

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E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagner	CM	430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00																																							
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E 2	KSNV	10/08/12	10/08/12	Wake Up Early w/ Wagner	CM	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00																																							
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E 3	KSNV	10/08/12	10/08/12	M-F 5-6a WakeUp w/Wagner	CM	5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00																																							
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E 4	KSNV	10/02/12	10/05/12	M-F 5-6a WakeUp w/Wagner	CM	5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00																																							
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E 6	KSNV	10/08/12	10/08/12	M-F 6-7a WakeUp w/Wagner	CM	6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00																																							
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E 7	KSNV	10/08/12	10/08/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00																																							
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E 8	KSNV	10/02/12	10/05/12	Today Show	CM	658a-9am	-TWTF--	:30	8	\$400.00	3	0.00	NM	5	\$2,000.00																																							
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Week: 10/01/12	10/07/12	-TWTF--	4	\$175.00	0.00																																																	
E 9	KSNV	10/02/12	10/05/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00																																							
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E 10	KSNV	10/08/12	10/08/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00																																							
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Week: 10/08/12	10/14/12	M-----	1	\$175.00	0.00																																																	
E 11	KSNV	10/08/12	10/08/12		CM	9-10a	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00																																							

Order / Rev: 103698
Alt Order #: 06830029
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Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSJV

Order / Rev: 103698
 Alt Order #: 06830029
 Flight Dates: 10/02/12 - 10/20/12

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 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSNV	10/02/12	10/05/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	-TWTF--	:30	4	\$300.003	0.00	NM		4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-TWTF--		4				\$300.00		0.00			
E 18	KSNV	10/08/12	10/08/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	M-----	:30	1	\$300.003	0.00	NM		1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1				\$300.00		0.00			
E 19	KSNV	10/08/12	10/08/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$450.003	0.00	NM		2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		2				\$450.00		0.00			
E 20	KSNV	10/02/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	-T-TF--	:30	8	\$450.003	0.00	NM		8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-TF--		8				\$450.00		0.00			
E 21	KSNV	10/02/12	10/05/12	Face to Face/Ralston Rep CM Face to Face w/ J.Ralston		730-758pm	-T-TF--	:30	2	\$225.003	0.00	NM		2	\$450.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-TF--		2				\$225.00		0.00			
E 22	KSNV	10/08/12	10/08/12	Face to Face/Ralston Rep CM Face to Face w/ J.Ralston		730-758pm	M-----	:30	1	\$225.003	0.00	NM		1	\$225.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1				\$225.00		0.00			
E 24	KSNV	10/02/12	10/05/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-T-TF--	:30	8	\$1,300.001	0.00	NM		8	\$10,400.00
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-TF--		8				\$1,300.00		0.00			

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JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/01/12	10/07/12	-T-TF--		8	\$1,300.00	0.00							
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>									
1	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
2	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
3	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
4	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
5	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
6	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
7	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
8	KSNV	10/01/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		See MG 24.9,24.10,24.11,24.12,24.13,24.14,24.15,24.16													
		[.NOT AVAILABLE RATE] NOT AVAILABLE RATE													
9	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		⑩ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5													
		[revised rate to reinstate]													
10	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		⑩ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5													
		[revised rate to reinstate]													
11	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		⑩ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5													
		[revised rate to reinstate]													
12	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		⑩ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5													
		[revised rate to reinstate]													
13	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		⑩ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5													
		[revised rate to reinstate]													
14	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		⑩ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5													
		[revised rate to reinstate]													
15	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		⑩ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5													
		[revised rate to reinstate]													
16	KSNV	10/02/12-10/07/12	M-F Jeop/Wheel		630-730pm										
		⑩ MG for 24.1,24.3,24.8,24.2,24.6,24.4,24.7,24.5													
		[revised rate to reinstate]													
E 25	KSNV	10/08/12	10/08/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00
		JEP/WH													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/08/12	10/14/12	M-----		2	\$400.00	0.00							
E 26	KSNV	10/06/12	10/06/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (9:00 PM-10:00 PM)	-----S-	:30	2	\$250.00	3	0.00	NM	2	\$500.00

Order / Rev: 103698
Alt Order #: 06830029
Flight Dates: 10/02/12 - 10/20/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSJV

Order / Rev: 103698
 Alt Order #: 06830029
 Flight Dates: 10/02/12 - 10/20/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$425.00 0.00															
E 37	KSNV	10/06/12	10/07/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003	0.00	NM		2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----SS 2 \$400.00 0.00															
E 38	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003	0.00	NM		2	\$450.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S- 2 \$225.00 0.00															
E 39	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003	0.00	NM		2	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S- 2 \$150.00 0.00															
E 40	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$350.003	0.00	NM		1	\$350.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S 1 \$350.00 0.00															
E 41	KSNV	10/06/12	10/06/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM		1	\$550.00
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S- 1 \$550.00 0.00															
N 42	KSNV	10/02/12	10/05/12	Today Show	CM	658a-9am	-TWTF--	:30	3	\$900.001	0.00	NM		3	\$2,700.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 3 \$900.00 0.00															
N 43	KSNV	10/02/12	10/05/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.001	0.00	NM		7	\$3,500.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 7 \$500.00 0.00															
N 44	KSNV	10/20/12	10/20/12	Sat PR 8-9p	CM	8-9pm	-----S-	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
Saturday Prime 8-9pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$1,200.00 0.00															
N 45	KSNV	10/20/12	10/20/12	Sat PR 9-10p	CM	9-10pm	-----S-	:30	1	\$900.002	0.00	NM		1	\$900.00
Saturday Prime 9-10pm															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -----S- 1 \$900.00 0.00															

Totals 111 \$46,820.00